

Outstanding Premium Brand Retail Presentation Premium Brands With A Premium Look!

1. New Headers, Strips, Back Headers and Change Mats

In June, the Premium Brand Headers, Strips and Back Headers should be upgraded to the new metallic headers, strips and back headers. The lead brand Change Mat should be placed at the register. These new items will be in the PRSS 6 and 9-wide Pack Kits.

NOTE: Upgrade for Regions 2-5 scheduled for June 1996. Region 1 upgrade scheduled for August 1996.



6-Wide Display



9-Wide Display



3. On-Going Presentation for the Premium Brand Display

At the end of PBSS, the promotional header card should be removed to reveal the single-brand header card. The header frame should be turned back to its front, 3-brand facing. The lead brand change mat should remain near the register.

NOTE: If these tasks cannot be performed by a PM employee, please explain the procedure to the retailer.

Front 9-Wide Display



Front 6-Wide Display



Back 9-Wide Display

